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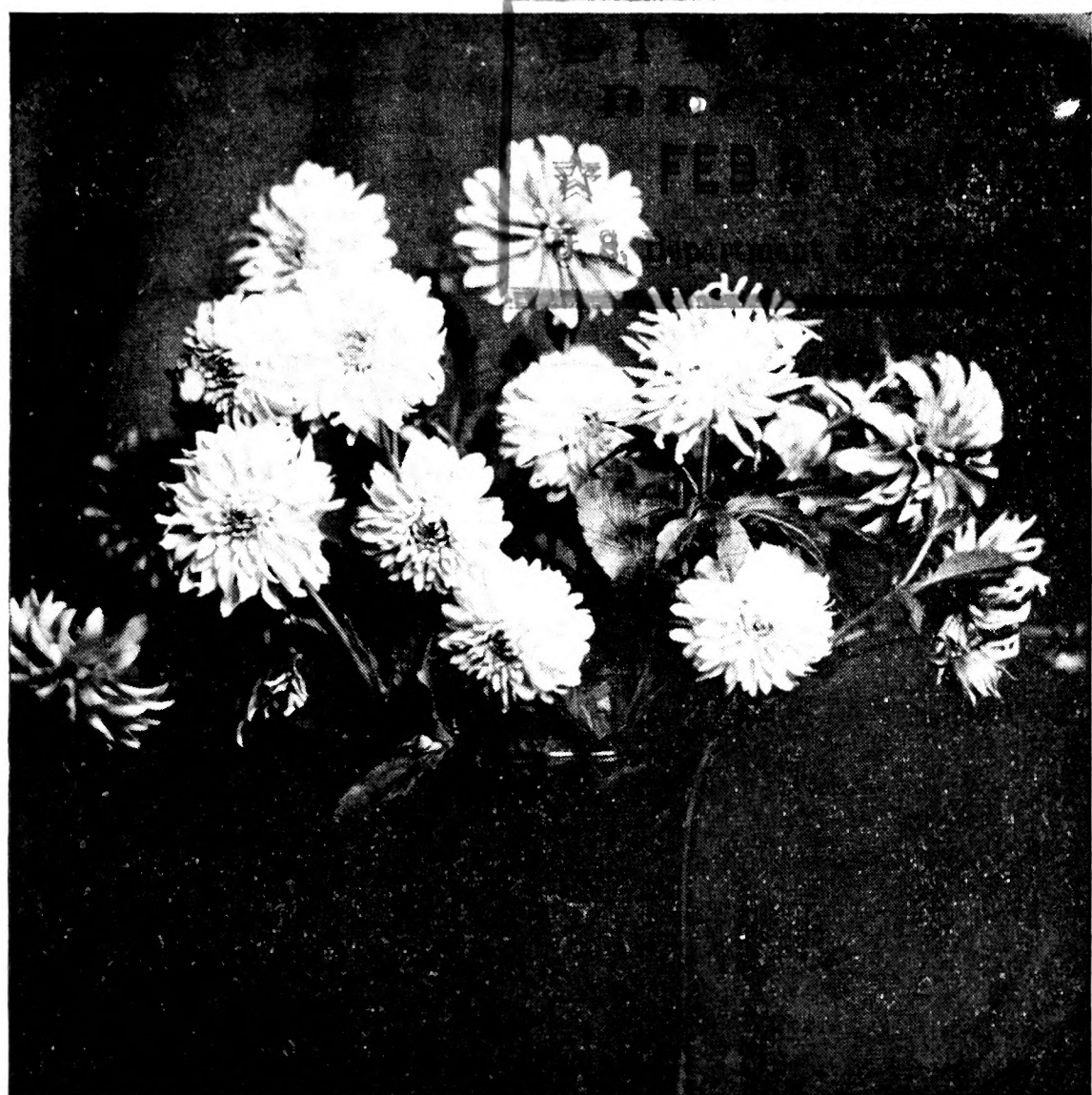
KEMP'S CATALOG

... 1940 ...

WONDER
EXHIBITION

DAHLIAS

GLADIOLUS, HEMEROCALLIS,
JAPANESE IRIS, ETC.



Vase of Kemp's Miniatures

KEMP'S GARDENS

Breeders and Growers

Little Silver, New Jersey

TELEPHONE, RED BANK 2876

To Our Flower Loving Friends and Patrons

GREETING:

Another year has passed, and we are glad to have this opportunity to express to you our sincere thanks for your kind friendship and patronage the past year.

Our breeding and growing floral treasures to help in the beautification of the gardens everywhere extends over a period of many years, and we have made many fine contributions to this end, but in no year have we been in a position to offer as large a list of high class dahlias as are found listed in this little book. The many new varieties we are offering are good enough for any Man's Garden and for competition in any show room, and in the lists of the older varieties you will find many of the best of the exhibition varieties that have been and still are great prize winners, and priced so low any one can afford to have them.

Look this little book of great flowers over carefully and examine every page. You are almost sure to find something listed therein that you will wish to have in your garden this coming season.

We are specialists in our line, we know how to produce good stock, and we feel confident you cannot get better stock any where in this country. We wish to particularly stress the quality of our green dahlia plants. Only the best selected field grown stock is used for propagating, it is fed just enough to keep it healthy and vigorous, and no better plants can be produced than we supply our customers. We guarantee safe arrival to any part of the United States and Canada. If you have never given us any of your business, won't you let us have the pleasure of a trial order from you this year? We will do our very utmost to please you.

Trusting you will favor us with a liberal share of your 1940 business, and thanking you in advance, we remain,

Yours for better flowers,
KEMP'S GARDENS, Breeders and Growers,
Box 181, Little Silver, New Jersey.

January 1940.

Terms of Sale — Please Read Carefully

The following offers are made subject to prior sale, and on the following conditions.

Our price quotations are for strictly first-class stock and we guarantee the quality to please you. Any stock that should prove otherwise, we will cheerfully replace it free of charge. Beyond that our responsibility ceases. We have no control over weather nor other adverse conditions that might contribute to failure and are therefore absolved from any blame for failures from causes beyond our control.

CANADIAN REGULATIONS—To import plants, bulbs, roots and other nursery stock into Canada, a special permit must be obtained from the Secretary of the Destructive Insect and Pest Act Advisory Board, Dept. of Agriculture, Ottawa, Ontario. He will issue the permit and supply information as to how it is to be used.

TERMS—Cash, unless otherwise agreed upon before shipment of the order.

WHY YOU SHOULD PLACE YOUR ORDER EARLY

In the first place, you get first choice of stock. You are reasonably sure of getting the varieties you want, and as there is sure to be a shortage of some varieties, early ordering is an important consideration. It is never too soon to order early.

Dahlia Abbreviations: F. D.—Formal Decorative; I. D.—Informal Decorative; I. C.—Incurved Cactus; Str. C.—Straight Cactus; S. C.—Semi-Cactus.

Divisions, mean one or more roots (tubers) each.

PLEASE NOTE: Dahlia orders for less than \$1.00 not accepted. Practical cultural directions sent with each order.

Kemp's New Dahlia Originations and Introductions FOR 1940 RELEASE

We are pleased to present for your kind consideration this Descriptive List of our new releases for 1940. We are very sorry we are unable to include illustrations of any of them, as the films were ruined by our photographer, who accidentally spilled acid on them. Frost had ruined all blooms in our gardens when he informed us of the accident making it impossible to have other photographs made. However, we have endeavored to give you as accurate descriptions of them as possible with the aid of Ridgeway's Color Chart, and we are hopeful you will be able to visualize them in your mind's eye. Root stocks of all varieties listed are quite limited, and as long as they last, orders will be filled in the rotation in which they are received. Reserve orders will be held over for future delivery if one-fourth of the purchasing price accompanies the order.

We want to thank all our good friends and customers for your generous patronage in the past, and to express our hopefulness that we shall continue to merit your good will and future patronage.

KEMP'S RED CHALLENGER—F. D. (No. 44-36). This sensational red Dahlia is a seedling of our well known and popular variety FRECKLES. Crossed with MURPHY'S MASTERPIECE, we believe it is a real challenger for the crown of popularity that has been worn so long by that old and well known variety. It has the same formation as our 1939 release, RADIANT BEAUTY, and is an exact duplicate in plant growth and habit, foliage and blooming habit. The color is a brilliant carmine, blooms are held facing well out of the foliage on long stiff stems. The plant is of medium height, many branched and very prolific of large exhibition blooms from early to late. We had many blooms the past season measuring up to 11 inches in diameter and 5 inches and over in depth, without forcing. We do not know how large the blooms will grow with heavy feeding, but we do know its blooms grew much larger than Murphy's Masterpiece the past season, right along side of it, both varieties receiving exactly the same treatment. ON FLOWER GROWER HONOR ROLL.

Plants each, \$7.50; 3 for \$10.00

ST. ALBANS—I. D. (No. 18-35). A very fine white Dahlia, excellent stem, good formation and a perfect center. The blooms are a clear, pure white, without a trace of any other color. Size 9-10 inches across and five inches and over in depth. Should not be allowed to develop over four branches for best results. Height of plant 5 feet. Root stock quite limited and while they last orders will be filled in rotation at \$10.00 each.

Plants each, \$5.00; 3 for \$10.00

IMPROVED WHITE JERSEY'S BEAUTY—(Pittman-Kemp). A typical Jersey's Beauty in formation of flower, the only difference being its color which is pure white. We have seen all the so-called White Jersey's Beauty dahlias, but until the advent of this seedling of Jersey's Beauty, we have seen none that truly represented the true Jersey's Beauty type. The plant is a thrifty grower, reaching a height of 5-6 feet, is many branched, wide spreading and very prolific of medium sized pure white blooms. If you have a market for cut blooms of the Jersey's Beauty, this white seedling of it should fill a long felt want.

Roots each, \$10.00; Plants each, \$5.00; 3 for \$10.00

JESSIE MILLER—I. D. This beautiful Orchid Pink Dahlia is a seedling of Murphy's Masterpiece crossed with the white variety Ida Perkins. It is in its fifth year and has stood the test of time, and not unlike Cooley, it seems to be growing better and better in every way as the years come and go. The beautiful orchid pink blooms are about 10 inches across, are of sufficient depth to make a well balanced flower, and held high out of the foliage on good stems which are in turn supported by long slender branches, thus making it an ideal cutting variety. A splendid keeper, both on the plant and as a cut flower. Plant reaches a height of 5 feet and over, is well branched and a bountiful bloomer.

Roots each, \$10.00

LADY DOUGLAS—I. D. (Pittman-Kemp). This spectacular yellow dahlia attracted much attention from visitors to our gardens the past season. Its color is cream yellow, outer edge and tips of petals bordering on bright piric yellow. The flower is very large, with formation much like California Idol. The long, stiff stems hold the flowers mostly facing upward, and high out of the foliage. Plant is a tall sturdy grower, reaching a height of 7-8 feet, well branched and quite prolific of large exhibition blooms from early to late season. A sensational dahlia you will be much pleased to have in your garden. Stock limited.

Roots each, \$10.00; Plants each, \$5.00; 3 for \$10.00

GLAMOROUS—I. D. (No. 17-37). The color of this unusual dahlia is a combination of barium yellow and lavender pink blend, many blooms having about 50% of each color. Flowers are wide open, moderately full centered and can be grown to a width of 10-11 inches. Has sufficient depth to make make a well balanced flower. It is a novelty of considerable merit and unlike any other dahlia we have ever seen. Plant is a strong grower, wide spreading and very prolific of large bloom from midseason until killed down by frost. If you are partial to the unusual in dahlias, you will want this spectacular novelty. ON FLOWER GROWER HONOR ROLL.

Roots each, \$7.50; Plants each, \$3.75; 3 for \$7.50

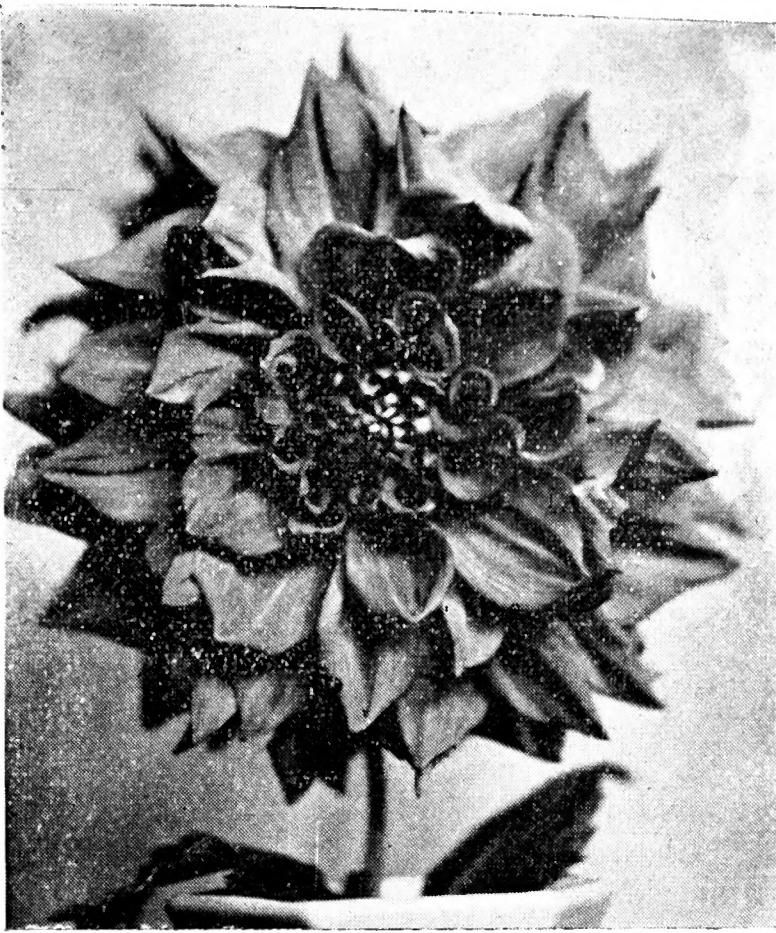


KEMP'S YELLOW SUPREME

1939 Introductions

KEMP'S YELLOW SUPREME—I. D. (No. 11-36). Good reports on this fine yellow have been received from growers the past season. It appears to have done well wherever grown. It is a good doer and its giant Pinard yellow blooms which often reach 12 inches in width by 6 inches in depth, entitles it to a place in the ranks of the largest flower class. The plant is a sturdy grower, averaging about 4½ feet in height, is many branched and wide spreading, and very prolific of giant bloom from early to late season. Stems long and stiff holding the giant flower high out of the foliage. (1938 Flower Grower Honor Roll.)

Roots each, \$7.50; Plants each \$2.50; three for \$7.50

**KEMP'S RED PILOT**

KEMP'S RED PILOT—I. D. (No. 24-37). This beautiful red dahlia made good wherever grown the past season and very flattering reports have come from many who say it is one of the outstanding red dahlias of today. The plant is a strong grower and prolific producer of very large blooms, of a most brilliant red color that does not burn or damage easily from excessive moisture. Its color appears to be about half way between carmine and nopal red. Its brilliantly illuminated blooms have been grown up to 11 inches in diameter by five to six inches in depth, and are supported on long, slender stiff stems that hold them facing high out of the foliage. The 6 ft. high plant is very prolific of large blooms throughout the season.

We are pleased to quote the following testimonial received from a St. Louis grower under date of August 22nd, 1939.

"I believe in giving credit where credit is due and I feel that I ought to tell you that, in my opinion, your Red Pilot is undoubtedly the outstanding red, if not the outstanding Dahlia, among my 200 kinds and 1200 plants. Furthermore it recovers well after first blooming and gives every promise of a healthy, satisfactory second crop."

Owing to the heavy demand for plants last spring we were short for our own planting and have only a small quantity of roots to offer this season. (1938 honor roll.)

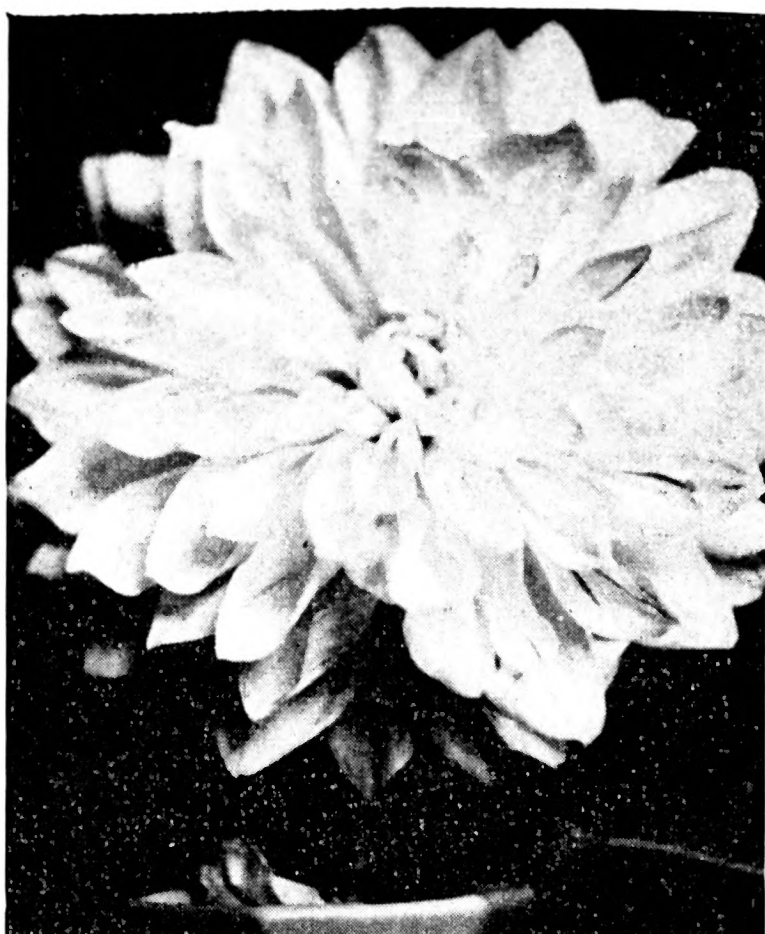
Roots each \$7.50; Plants each \$3.75; 3 for \$7.50

KEMP'S TWILIGHT—F. D. (No. 6-36). Here is another fine seedling of the well known "FRECKLES", but is different in formation and color markings. Ground color is a rich Apricot, overlaid with light minute dots and lines of carmine. Flowers are 10 inches and over in diameter by 4-5 inches in depth, and are held facing, high out of the foliage on stiff stems, and are borne on strong healthy plants four to five feet high. Plants are well branched and very prolific of large, full centered bloom. An early and continuous bloomer throughout the season.

Plants, only \$2.50 each; 3 for \$5.00

GENEVA SURPRISE—(No. 404 Geer). An immense orange cadmium blending to apricot yellow, slightly suffused grenadine red. We grew this grand dahlia in our trial grounds last season and it proved to be outstanding in every respect. The blooms are very large and can easily be grown up to 12 x 6 inches. Stems are strong and straight, holding the giant blooms well out of the foliage. A prolific bloomer from early season 'till cut down by frost. Winner at Cleveland, Akron and other shows.

Roots each, \$5.00; Plants each, \$2.50; three for \$5.00



RADIANT BEAUTY

KEMP'S RADIANT BEAUTY—I. D. (No. 42-36). No dahlia introduced last season attracted more attention at the shows than our Radiant Beauty, and not only that, but was a winner in every class in which it was entered in the Eastern shows the past season.

At the A. D. S. Show in New York it was awarded the Honorary President's Gold Medal for the best dahlia of New Jersey origin; never before exhibited in an A. D. S. Show.

This outstanding variety is a seedling of our well known variety "FRECKLES," and is more beautiful than its parent. The yellow background is brighter, and the Scarlet markings on the petals more vivid than the seed parent. Inner half of the petals is a rich Lemon Yellow, while the outer half is a light maritus yellow. The entire flower is marked with lines and dots of vivid scarlet, distributed just right to produce the most pleasing effect. Blooms are very large, and can easily be grown up to 12 inches and over in diameter, has good depth, and are held well out of the foliage on stiff stems. Plant is of medium height, is wide spreading and very prolific of large exhibition blooms from early to late season. (On Flower Grower 1938 Honor Roll.)

Roots each, \$7.50; Plants each, \$3.75; Three for \$7.50

LOIS WALCHER—(I. D.). The color of this beautiful Bi-Colored Dahlia is deep amaranth purple, tipped white. Flowers are of medium size, full centered and are held high out of the luxuriant foliage on stiff stems. Plant a wonderfully healthy grower, attaining to a height of 5 feet and over, is well branched and a very prolific bloomer. Its record of winning in the 1938 shows was six American Home Achievement medals and many other prizes, big winner in the 1939 shows. A grand Bi-Colored variety that you will like. It is not only a great prize winner, but is also a grand variety for the garden and for cutting.

Roots each, \$4.00; Plants each, \$2.00; 3 for \$4.00

PREMIER'S WINSOME—I. D. (Premier). This is unquestionably the greatest and most attractive pink since Kathleen Norris, and is a wonderfully easy doer. Its massive blooms are produced in great abundance, and reach a maximum size of 11 x 6 inches. Stems slender but very strong and straight. Foliage heavy and leather like, which is very discouraging to leaf eating insects.

A great prize winning variety you cannot afford to pass up. You can grow this great pink dahlia to perfection without much feeding and pampering.

Roots each, \$5.00; Plants each, \$2.50; 3 for \$5.00

Root stock quite limited.

JEFFERSONIAN—This giant pink Decorative Dahlia is just about tops in the pink section. It is slightly darker in color than Premier's Winsome, is of the same type of flower, and grows equally large. The plant is not as tall a grower as the Premier, but is vigorous and a good doer. The plant attains to a height of around five feet, is well branched and prolific of large exhibition blooms, many of them 12 by 6 inches, stems long and stiff, holding the blooms well above the top foliage. A great dahlia that will prove a great prize winner in the pink and largest bloom classes.

Plants only \$2.50 each; 3 for \$6.00

CROYDON ACME—(Australian). Of the many Australian Dahlies we have tested out in our trial gardens, this wonderful Helio Pink dahlia can be ranked as one of the greatest formal Giant Decorative Dahlias we have ever grown. The giant exhibition blooms can easily be grown up to 12 inches and over in diameter by 6 inches in depth. It is in our opinion the greatest dahlia of its color ever introduced. The plant is a medium tall grower, reaching a maximum height of slightly over four feet. It is well branched, wide spreading and very productive of large exhibition blooms, and it is no uncommon thing to see 6 to 8 giant blooms develop on the plant without fading or burning. Stems are perfect, long, strong, and seldom show any signs of leaf growth or branch within 12 inches of the flower. Taken as a whole, we know of no other variety regardless of color that has so many good qualities as this one.

It is a healthy, clean grower, good root maker, and ranks tops as an exhibition variety. If it has any faults we failed to discover them.

Plants only, \$2.50 each; 3 for \$6.00

Special offer, 1 plant each of Premier's Winsome, Jeffersonian and Croydon Acme \$5.50, delivered.

ELIZABETH HYSLIP—I. D. This beautiful Bi-colored Dahlia is a sport of Halserova. The ground color is lavender, with numerous red spots distributed over the petals, making a most novel and at the same time a very attractive flower. Flower is medium large, reaching a maximum width of 10 inches, and supported by good stiff stems well out of the foliage. Plant attains to a height of 4-5 feet and is quite prolific of beautiful bloom.

Roots each, \$2.00; Plants each, \$1.00; 3 for \$2.00

FIRE FLY—Ball, (Geer). This distinctive Ball Dahlia is of outstanding merit. Its color is Chinese red, with tan reverse. Blooms average 4 x 3½ inches and are held on long graceful stems 10 inches and over above the foliage. A fine Ball Dahlia, and a sure prize winner. Undeclared the past two seasons in New York, Cleveland and other leading shows.

Roots each, \$2.00; Plants each, \$1.00; 3 for \$2.00

1938 Introductions

KEMP'S GOLDEN GIANT—F. D. This is the best example of what a perfect formal decorative dahlia should be of any variety we know, and probably the largest F. D. ever introduced. The color is golden yellow, with buff reverse, and without forcing, it has produced blooms 12 inches in diameter by 6 inches deep.

The plant is a sturdy grower, but rather dwarf in habit, seldom reaching a height of not over 4 feet, is wide spreading and very prolific of huge blooms from early to late. A fine keeper when cut. Prolific root maker, and good keeper in storage.

Roots each, \$5.00; Plants each, \$2.50; 3 for \$5.00

KEMP'S MONARCH—F. D. This is another great formal decorative but of different color and somewhat different formation. A very distinctive dahlia of great size and beauty. The huge blooms are rather on the side of the Ball type, most of the petals being involute and bloom almost ball shape. Under ordinary culture we have had many blooms of it up to 12 inches in width by 7 inches in depth.

The color is a deep salmon, changing to orange chrome tint and lighter salmon when the flower is full blown. Reverse light peach-red. Plant averages about 4 feet in height, is reasonably well branched and quite prolific of huge blooms, from early to late season. On Johnson's Honor Roll 1937.

Roots each, \$2.00; Plants each, \$1.00; 3 for \$2.00

**KEMP'S GOLDEN GIANT**

KEMP'S RUFFLED BEAUTY—F. D. Probably the most unique formal decorative ever introduced. Its outstanding, distinctive feature is its ruffled and fluted petals producing an effect that might be likened unto a ruffled petunia.

The color is capusine orange, shading to salmon orange at the tips of the petals, center shading to rose doree, peach pink and orange blend reverse. Flower 9 to 10 inches wide by 5 inches deep, stems long and stiff holding the flower high out of the foliage. Plant averages about 5 feet in height, foliage dark bronzy green.

Roots each, \$2.00; Plants each, \$1.00; 3 for \$2.00

MONARCH OF THE EAST—F. D. (Almy-Kemp). That this is a great dahlia has been amply proven by its performance over a wide range of territory. Its large golden-bronze blooms (Buff reverse) frequently reach the enormous size of 13 inches and over in width by 6-7 inches in depth, and are held high out of the foliage on stiff stems. The plant is a fine grower, attaining to a height of four to six feet, with many long branches, and are very prolific of huge blooms.

Roots each \$2.00; Plants each, \$1.00; 3 for \$2.00

DOLLY MADISON—I. D. (Kemp, No. 16-35). The color of this fine dahlia is a rich veridine yellow, shading to light bronze, bittersweet reverse. Flower 10-11 inches across and of ample depth to make a well balanced and attractive flower. Stems long and stiff, holding the flower facing, high out of the foliage. Plant is a strong grower, averaging about 5½ feet high, with long slender stems, making it possible to cut with stems 3-4 feet in length. Fine keeper when used as a cut flowers, fine for exhibition.

Roots each, \$2.00; Plants each, \$1.00; 3 for \$2.00

ZENITH—(Kemp No. 14½-35). This fine dahlia is on the border line between formal and informal decorative. Color, Orange Buff, shading to pale yellow toward the ends of the petals. The blooms range in size from 9-11 inches across, are of corresponding depth, and are borne freely on medium length stem that hold the flower facing. Height 6 feet, many branched, wide spreading, and quite prolific of splendid exhibition blooms. Fine general purpose variety.

Roots each, \$3.00; Plants each, \$1.50; 3 for \$3.00

MEMORIAL—I. D. (Kemp). We believe this is the most beautiful yellow colored dahlia ever introduced. It has a richness of color not duplicated by any other dahlia we have ever seen. It stands out clear and above any other yellow variety, no other dahlia like it in commerce. It can be grown up to 11 inches in diameter, has medium length stiff stems, and is produced in abundance throughout the season. Plant 4½ to 5 feet in height, wide spreading and vigorous grower.

Dedicated to the memory of the members of the old guard in the A. D. S. who have passed on to their reward.

Roots each, \$2.50; Plants each, \$1.25; 3 for \$2.50

NANCY GENE—I. D. (Australian). A brilliant yellow dahlia of outstanding merit. The color is a deep sulphur yellow, without any shadings, a true self. While this dahlia is huge in size it is not coarse, and might very appropriately be called a yellow Kathleen Norris, on a perfect stem strong as iron. Fine exhibition variety. Plant attains to a height of 5 feet and over, is wide spreading and a moderately good producer of huge exhibition blooms.

Roots each, \$2.00; Plants each, \$1.00; 3 for \$2.00

Kemp's 1937 Introductions

GREAT EASTERN—I. D. (No. E. K.) This big fellow is the result of crossing Oringo with Lady Moyra Ponsonby, and is one of the largest and most spectacular we have ever introduced. It can be easily grown to 14 inches in diameter, with a depth of six inches and over. The color is a blend of orange and reddish bronze, a beautiful color combination that reminds you of the various hues of the forests in late fall. Plant grows to a height of 4-5 feet, has many long side branches, and is very prolific of huge blooms from early till cut down by frost. Foliage, thick, tough and very resistant to sucking insect injury.

Divisions each, \$1.00; 3 for \$2.00

FRECKLES—I. D. (No. P-K). Seedling of LaFiesta crossed with Lord of Autumn, inheriting the good qualities of both parents. The color is a Lemon Chrome, striped, blotched and speckled bright scarlet irregularly distributed over the yellow ground color. Blooms of this spectacular dahlia were grown up to 14 inches in diameter, and great depth, the past season. Plant averages about 5 feet in height, is many branched and wide spreading, and is tremendously prolific of large bloom from early to late season. The 8-10 inch stiff wiry stems hold the flowers facing, and well out of the foliage, which is luxuriant and very resistant to sucking insect injury.

Divisions each, \$1.50; Plants each, \$1.00; 3 for \$2.00

ROYAL PENNANT—F. D. (No. 109-K). This is the richest colored dahlia we have ever seen. It might be described as a rich purplish violet, nearest to a Royal Purple of any dahlia we know. Plant is a very strong grower, reaching a height of 7-8 feet, is well branched and extra good foliage. Blooms average 8-9 inches in width with corresponding depth, and are held 8-9 inches out of the foliage on stiff stems. If you like the unusual in dahlias, here is one that will please you immensely.

Divisions each, \$1.00; 3 for \$2.50

1938 Introductions (Other Sources)

MRS. WM. S. KNUDSEN—I. D. (Dixie). This large white is in our opinion one of the best white dahlias introduced in recent years. It is not only a strong vigorous grower, but a bountiful producer of large exhibition blooms of first quality.

Weather conditions that spotted every other white dahlia in our gardens last season, never injured the blooms of this dahlia, they coming through spotless and in fine condition in all other respects. The blooms have been grown up to 12 inches in diameter, and 7 inches in depth. Stems are long and stiff, holding the flowers high out of the foliage. Height of plant 6-7 feet. Has many prizes to its credit.

Roots each, \$3.00; Plants each, \$1.50; 3 for \$3.00

MRS. C. E. WILDON—I. D. (Dixie). The color of this fine dahlia is scarlet red, with orange buff reverse. Size 11 x 7 inches. Long stiff stems. Plant attains a height of 4½ to 5 feet, is well branched and a fairly prolific bloomer. Scored 86.6 at East Lansing trial grounds 1937.

Roots each \$2.50; Plants each, \$1.25; 3 for \$2.50



DADDY WALKER

Recent Introductions from Other Sources

ROBERT RIPLEY—I. D. (Salem, 1937). Believe it or not, this is one of the most outstanding dahlias ever introduced. Its great size and attractive color entitles it to first place in the ranks of the really great dahlias. Its distinctive color of Rhodamine purple, with deep rose pink suffusion radiating throughout the entire flower presents a never-to-be-forgotten picture. The immensely large blooms are held well out of the luxuriant foliage on strong, stiff stems. Bush is vigorous, attaining to a height of 6 feet and over. Awarded many first prizes at both national and local shows. A sensation wherever shown.

Roots each, \$3.50; Plants each, \$1.75; 3 for \$3.50

GREATER GLORY—(Salem). This is a fitting companion to the Robert-Ripley, and is in every way quite as desirable. It's a tall vigorous grower with healthy, leather like foliage, and its 11 x 5 inch blooms are supported on long stiff stems well out of the foliage.

Color is a deep rose pink, occasionally shading to sulphur yellow in the center. It is classified as a semi-cactus, but the petals roll at the end of the season, coming close to a true cactus. One of the most artistic dahlias we have ever seen. Height of plant 6-7 feet.

Roots each, \$3.00; Plants each, \$1.50; 3 for \$3.00

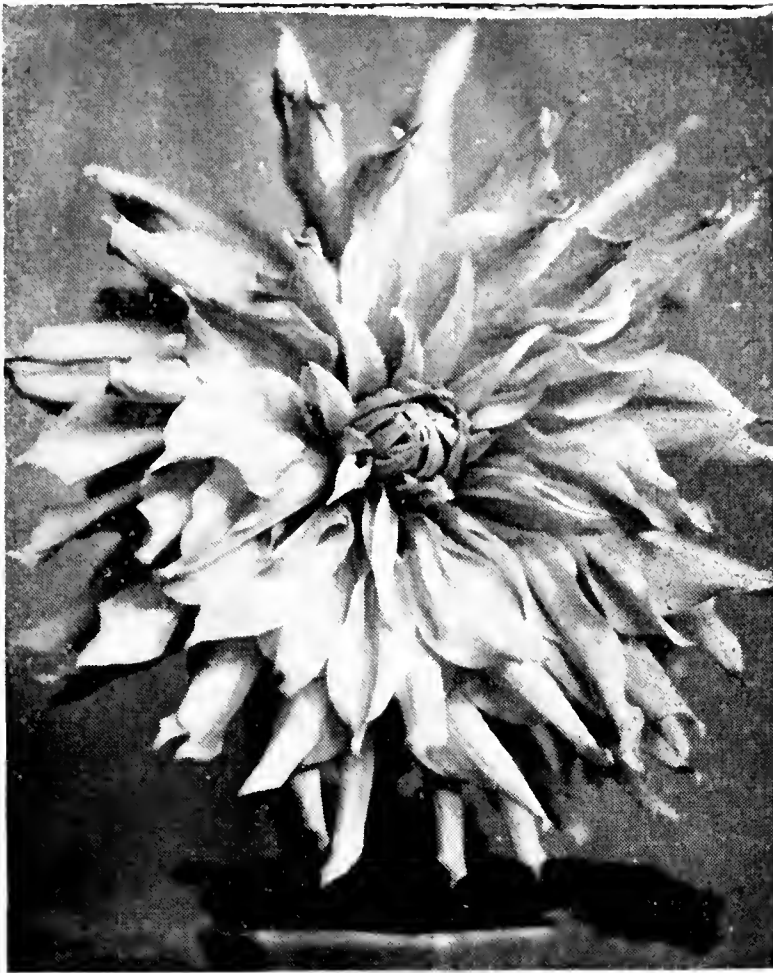
DADDY WALKER—I. D. We are glad to again offer this beautiful bi-colored sport of the variety "Daddy Kemp." In this variety we offer one of the most beautiful as well as the most distinctive dahlias introduced in many years. The ground color of its highly attractive bloom is a deep pink, heavily dotted and striped mahogany red. Flowers are very large and spectacular, instantly attracting the attention of all who see it. The bush is a moderately strong grower, many branched and is quite prolific for such a large flowered variety.

Roots each, \$2.00; Plants each, \$1.00; 3 for \$2.00

DIRECTOR CARL DAHL—I. D. (Scott). This giant variety was introduced in the spring of 1938, and has made good everywhere. The color is brilliant old rose, and while the blooms are the very largest it does not look coarse and unsightly as many extra large ones do. Blooms average extra large the entire season, and it is no uncommon thing to see several blooms on a plant at a time that will measure up to 12 inches and over in diameter. It can be grown much larg-

er by extra feeding. At the 1939 A. D. S. Show it received the award for the largest and best bloom in the show, with a 15½ inch bloom. The stems are strong and straight, holding the flower well out of the luxuriant foliage. Plant attains to a height 5 feet or over, is wide spreading and very prolific bloomer from early season till cut down by frost.

Roots each \$3.50; Plants each, \$1.75; 3 for \$3.50



DIRECTOR CARL DAHL

FREDA GEORGE—I. D. (Australian). One would have to look long and diligently to find another dahlia of such artistic beauty as this variety possesses. The color is helio and cream so perfectly and artistically blended it would seem that nothing more could be added that would enhance its beauty. The flowers are of perfect informal decorative type, are very large and have excellent stems that hold the flower high out of the foliage. Plant is a strong vigorous grower, attaining to a height of 5 feet and over.

Roots each, \$2.50; Plants, \$1.00; 3 for \$2.50

Root stock very limited.

DIRECTOR MARSHALL A. HOWE—F. D. An honor roll dahlia of great merit named for the late lamented Director of the Bronx Botanical Garden. It is most attractive in form and color, it being a true formal decorative, the color being a deep tyrian rose, which is enhanced by the abundant foliage. It is quite large, and is held well out of the foliage on stiff stems. Plant is a medium to tall grower, and very healthy. Good root maker.

Roots each, \$2.00; Plants each \$1.00; 3 for \$2.00

VOLCANO—F. D. This great big fellow generally rates as formal. It is near the border line between the informal and formal and is often exhibited in the informal class.

The color is Orange Flame red that does not fade nor burn. The 11 x 7 inch blooms are held high out of the foliage on stiff stems. The 4½ foot plant is clothed with dark green foliage, is very rugged and prolific of giant exhibition blooms. A consistent winner in the largest bloom class.

Roots each, \$2.00; Plants each, \$1.00; 3 for \$2.00

SUNRAYS—I. D. (1938). This spectacular variety will produce blooms up to eleven inches in width by 7 inches in depth. The color is a pleasing clear buff with apricot suffusion, with a distinct peach red reverse. Plant is a strong sturdy grower attaining to a height of 4-5 feet. Is well branched and prolific of large blooms that are held well out of the foliage on stiff stems. A great prize winner.

Plants only, \$1.50; 3 for \$3.00

MAD RIVER CHIEF—I. D. (Mad River Gardens). This great dahlia has been proclaimed by many dahlia fans as the best red dahlia they have ever seen. The flowers are very large, and of a rich velvety carmine red shading darker in the center. Stems are long and perfect, holding the giant blooms high out of the foliage, all facing upward. The blooms can be cut with three to four foot stems. When cut, this fine dahlia will actually grow in water, and is one of the longest keepers. Plant attains to a height of 5 feet and over, is very vigorous and quite resistant to injury from common insect enemies.

Plants only, \$1.00; 3 for \$2.00

WATCHUNG GIANT—I. D. (Smith). This big fellow is truly a giant among dahlias, and we believe it can be grown as large as the largest with the same kind of management. We do not know how large it will grow if heavily fed, but we do know we have had blooms around 12 inches in diameter under ordinary field culture.

Its color is a beautiful light, definite yellow, with warm suffusion of rose, it has a refinement not generally found in the giant flowered varieties. Stems are long and stiff, holding the flower facing well above the foliage. Plant is a strong sturdy grower, reaching a height of 5 feet and over, is well furnished with long slender branches thus making it possible to cut blooms with stems three feet and over in length.

Roots each, \$2.00; Plants each, \$1.00; 3 for \$2.00

AMERICAN PURITY—S. C. (Am. Dahlia Farms). We like this fine white semi-cactus dahlia not alone for its purity of color, but for its large size and perfection of bloom. Blooms average about 10 inches wide by 8 inches deep. Bush is a semi-dwarf but very sturdy, healthy grower, attaining to a height of 4½ to 5 feet. A fine clear white, on strong erect stems.

Roots each, \$2.00; Plants each, \$1.00; 3 for \$2.00

MILTON J. CROSS—I. D. This great dahlia continues a favorite yellow with almost every grower. In color it is clear gold at center of flower, shading to light orange buff on outer half of petals. Rich, bright, beautiful and of great size. The long stems hold the giant blooms high above the top foliage and are produced freely on 6-7 foot high plants. If you are looking for a great prize winner, buy this one, it will not disappoint you.

Roots each, \$1.00; 3 for \$2.00

DEAN ANDERSON—I. D. The color of this fine dahlia is radiant henna-orange, flowers are of true exhibition type, and are held in an ideal position on long strong stems. Plant 4½ to 5 feet, luxuriant insect resisting foliage. A world beater in its color class.

Plants each, \$1.00; 3 for \$2.00

CHEROKEE—S. C. A positive semi-cactus of pleasing lavender pink with light center, which in some respects might be described as a very much improved Marion Broomall. Flowers large and deep, stems extra long and straight. Plant a good grower, and does best if the center is pinched out of it early.

Roots each \$1.50; Plants each, \$1.00; 3 for \$2.00

OAKLEIGH MONARCH—Dec. (Hook). Oakleigh Monarch is a big broad petaled informal decorative of clear brilliant cerise red. Flowers 8-11 inches in diameter depth 4-6 inches, and are borne on strong stems well out of the foliage. Plant 4-5 feet in height. Early, prolific. Scored 86.9 at Lansing, Mich., trial grounds 1935. Root stock very limited.

Roots each, \$1.00; 3 for \$2.00

RUDOLPH'S GIANT—(Rudolph). Here is another giant exhibition dahlia that has been a consistent prize winner in the shows throughout the country. The color is a live buff with apricot and pink suffusions which gives it a glowing effect. Flowers up to 12 x 7 inches are supported by good stems, and are produced on bushes 4-5 feet in height.

Plants only, \$1.50 each; 3 for \$3.00

LORD OF AUTUMN—I. D. (Almy-Kemp). After five years contests in shows all over the country, this great dahlia continues to hold and is still tops in the large flowered class. Its beautiful golden yellow color, together with its immense size, both in width and depth, good keeping qualities places it in the ranks of the super exhibition varieties.

A well grown bloom has seldom been equalled by any other variety. It has been a consistent winner everywhere. It can be grown up to 12 inches in diameter by 7-8 inches in depth, and even larger under high culture. The plant is medium to tall, attaining to a height of about 5 feet, is many branched and a prolific bloomer. Stems very good.

Plants only, 75 cents each; 3 for \$1.50

MILDRED HAIRE—I. D. Here is another sport of the variety Daddy Kemp, and is an exact counterpart of its parent in all respects, excepting in color, it being a bright lavender pink. Flowers can be grown up to 12 inches and over in diameter by 6-7 inches in depth, has good stiff stems that hold the flower well out of the foliage. Plant is a rampant grower, averaging around six feet in height. Good root maker.

Roots each, \$1.50; Plants each, \$1.00; 3 for \$2.00

KATIE K—(Lakeside). This giant, introduced 1938 created a sensation in the many shows for its great size and beautiful soft violet rose, with lighter veining blend. The plant is an open grower, and prolific bloomer. Its 11 x 6 inch blooms are held high out of the foliage on stiff stems. Certified at Storrs and East Lansing trial grounds 1937.

A fine dahlia you will be proud to have in your garden, and exhibit in the shows.

Roots each, \$2.50; Plants each, \$1.25; 3 for \$3.00

MURPHY'S MASTERPIECE—This giant red dahlia continues to hold the lead in the red section, and well grown blooms carry off the blue ribbon in almost every contest with other red varieties. It is so well known by dahlia fans throughout the country it seems a waste of time to attempt to add anything to its great popularity.

Plants only, \$1.00 each; 3 for \$2.00

SATAN—Semi-Cac. Here's another great dahlia that continues to hold its own against all comers in the Semi-Cactus classes. It has been a consistent winner everywhere and until a larger and better semi-cactus appears on the scene it will continue to be the leader in that class.

Plants only, \$1.00; 3 for \$2.00

SON OF SATAN—This seedling of Satan is becoming more and more popular each year as its real value as an exhibition variety becomes more generally known. The blooms are of semi-cactus type, are very large and the vivid scarlet color is without a peer. Plant is a strong healthy grower, and the large brilliant colored blooms are held high out of the foliage on stiff stems.

Roots each, \$1.00; 3 for \$2.00

PURPLE WONDER—I. D. This spectacular Pansy Purple dahlia has many friends among dahlia fans. It is distinctive from all other purple varieties. Blooms range up to 11 inches in diameter, and 6 inches and over in depth, and are held high out of the foliage on cane like stems. Plant attains to a height of 6 feet. Good bloomer, and good root maker.

Roots each, \$1.00; 3 for \$2.00

MRS. GEO. LEBOUTILLIER—I. D. A huge dark red dahlia and a close contender for first place in the red class. The blooms are quite as large as Murphy's Masterpiece and of a brighter red color. Stems are long and hold the flower high out of the foliage. Plant a strong grower and prolific bloomer.

Roots each, \$1.00

RAILSIDE KING—I. D. (Railside Gardens). This 1938 introduction has fully proven its right to a place among the leading exhibition dahlias. The blooms are of great size in width and depth, and the color combination puric yellow at base of petals, blending to jasper pink, deeper at tips of petals, produces an effect of marvelous beauty. Stems are long and stiff, and the blooms are borne in reasonable quantity by sturdy plants 4½ to 5 feet in height. An Achievement Medal winner and many other prizes.

Plants only, \$3.00; 3 for \$7.50

BURGUNDY—I. D. A giant bloomer of great width and depth. The color is a rich burgundy red of great beauty, and the finest of its color to date. Plant is a rugged grower, and very resistant to injury from chewing insects.

Plants only, \$1.00 each; 3 for \$2.00

YOUR LUCKY STAR—Str. Cac. (American D. F.) The color of this outstanding, distinctive dahlia is amaranth pink with white center. Symmetrical formation, rather inclined to semi-cactus. The ideal stems hold the flower in perfect position. Plants are healthy, medium tall and easy doers. An achievement medal winner, and grand prize winner at Latrobe, Pa., 1938.

Plants only, \$3.00; 3 for \$7.50

BURCH FORAKER—I. D. (Slocum). A seedling of Son of Satan and has the reputation of being Michigan's most outstanding and highest scoring dahlia to the Mid-West Trial Gardens. Stems are long, straight and strong enough to carry the huge 12 inch bloom without drooping or breaking easily under pressure of stiff wind. The color is a brilliant flame red. Plant attains to a height of 5 feet and over, well branched and prolific of huge blooms.

Plants only, \$2.50 each; 3 for \$6.00

Kemp's 1935 Introductions

DADDY KEMP—I. D. This is every inch a man's dahlia, and one of the most spectacular varieties introduced in recent years. Color, rich purplish red, and may be grown up to 14 inches in diameter, and 6 to 7 inches in depth. Under certain soil and cultural conditions the stems may be somewhat weak, like Satan and some other great dahlias, while under favorable soil and cultural conditions the stems are entirely satisfactory. Plant is a rampant grower, and tremendously prolific of giant blooms from early to frost.

Roots each, \$1.00; 3 for \$2.00

BLACK KNIGHT—I. D. Blackest of black dahlias. Color, dark velvety maroon, almost black. Flowers can be grown up to 14 inches in diameter, and are held well out of the foliage on cane like stems. Plant a most rampant grower, attaining a height of 6-7 feet. Late bloomer, and should be planted early, and not pinched back, as pinching out the top retards blooming.

Divisions each, \$1.00; 3 for \$2.00

KITTY MAC—I. D. Here is another sensational dahlia of great merit. The color is Petunia Purple, flowers are 10-12 inches in diameter by 6-7 inches in depth, and are borne on long stems facing upward. Plant very rugged with exceptionally insect resisting foliage. Height 6-7 feet. Stock very limited.

Roots each, \$1.00

Variegated Dahlias

TRIUMPH D'ANVERS—I. D. (Nagles). This is not only a beautiful bi-color dahlia, but is equally beautiful in its formation, the petals curling and twisting in an enchanting color combination of crimson and white. Flowers are of medium size, and are produced in profusion from early to late season, are held well out of the foliage on stout stems. Plant about 5 feet high, and many branched.

Divisions each, \$1.00; 3 for \$2.00

PHANTOM—F. D. Not in many moons has a more beautiful bi-color dahlia come upon the scene than we have in the Phantom. The colors are rich purple, beautifully tipped white, making it one of the most attractive dahlias one could wish to see. The blooms are quite large, ranging in size up to 9 inches and over, are of good depth, and are held high out of the luxuriant foliage on perfect stems. Plant grows well on to 5 feet in height, is quite productive of large perfect blooms from early season until cut down by frost.

Plants each, \$1.25; 3 for \$2.50



FRANCES K. HAWKINS

Cactus Dahlias

FRANCES K. HAWKINS—S. C. (Hawkins-Kemp, 1939). This beautiful Cactus is a seedling of the Frau O'Bracht. The color is a bright rhodonite pink, bordering on coral pink, with faint yellow halo at base of petals. It is quite productive of 6-7 inch blooms under ordinary soil and cultural conditions, and can be easily grown up to 8 inches and over with more favorable conditions. Stems are excellent, and plant a good grower. Height 6 feet.

Roots each, \$2.50; Plants each, \$1.25; 3 for \$3.00

BERNICE GEER—Cac. (Geer, 1938). The color of this outstanding Cactus is old rose; slightly veined and tipped gold, and was picked by the best dahlia critics as the best and most outstanding cactus introduced in 1938. The brightly colored blooms average 8-9 inches in width, are of good depth and full centered, and are held high out of the foliage on stiff stems. Plants 4½ to 5 feet tall are luxuriantly furnished with heavy insect resistant foliage. Good root maker.

Roots each, \$2.00; Plants each, \$1.00; 3 for \$2.00

(Winner at New York, Cleveland and other shows).

PINK ELEGANCE—S. C. This is one of the most beautiful dahlias we have seen in many a day. The color is a brilliant rose pink that never fades. Blooms up to 10 inches in diameter, with corresponding depth, are held well out of the foliage on strong stems. Has remarkable keeping qualities and can be cut when flower is quite young. Plant is a strong vigorous grower attaining to a height of about 5 feet. Is wide spreading and quite prolific of large exhibition bloom.

Winner of certificate of merit at Storrs 1937, and at Louisville and Indianapolis it was awarded the American Home Achievement medals at both shows.

Roots each, \$3.00; Plants each, \$1.50; 3 for \$4.00

MISS WEST VIRGINIA—(Cactus). We are very partial to brilliant colors, and the color of this beautiful variety has an irresistible appeal to our fancy. The color is a bluish violet of extraordinary brilliance. Size 7-9 inches, stems long and stiff holding the flower facing about 8 inches above the top leaves. Plant 4½ to 5 feet, strong healthy grower. An early and prolific bloomer. The best Cactus of this color and related shades we have yet seen. A wonderfully beautiful dahlia you will like.

Plants each, \$1.00; 3 for \$2.00

MRS. IDA CHASE—Str. C. (No. H. H. K.). Named for the late Mrs. Ida Chase of Michigan, who was one of the outstanding dahlia lovers of her state. We believe this to be one of the most beautiful colored dahlias introduced in many years. The colors are a combination of bright Lemon Yellow and Spinal Pink, pale lavender pink reverse. Under ordinary garden cultural conditions the blooms average about 7 inches, but can be easily grown to 9 inches in width under high culture. Height of plant 4½ to 5 feet, which is many branched and wide spreading. Stems are perfect, and hold the blooms out of the foliage 8-10 inches. Mid-season.

Roots each, \$1.00; 3 for \$2.00

RED LEGION—I. C. (Kemp No. 44-35). Color, rich crimson maroon flower of true incurved type. Maximum size about 8 inches. Plant grows to a height of 4 to 5 feet, is well branched and enormously prolific of large bloom. We have not tried forcing this dahlia for large blooms, but feel quite sure it can be pushed up to much larger size than it has grown for us under ordinary garden culture. A good incurved cactus with a bright future. Awarded first prize in the Incurved Cactus Class, at Red Bank, 1937.

Divisions each, \$1.50; Plants each, \$1.00

Big Exhibition Dahlias at Little Prices

The following list of high class exhibition varieties, most of which have been big prize winners in the past are offered to you at real bargain prices. You may select as many or few as you like at the uniform price of 75 cents each, 6 for \$4.00, 12 for \$7.50; your own choice of varieties. Stocks of some varieties are quite limited, and in case we should be sold out of any variety you order, may we have the privilege of substituting others of the same general color.

The roots are first class in every respect, and will give you good satisfaction. We cannot accept orders for dahlias for less than \$1.00. Prices are net.

BELLADONNA—I. D. This beautiful dahlia is turquoise blue in color and comes the nearest to the color of the Belladonna Delphinium of any dahlia we know. Flowers are large, with good stems that hold them well above top leaves. Plant grows to a height of 5 feet.

FORT MONMOUTH—I. D. This fine dahlia is a great prize winner for years. The color is rich wine red, with an undertone of bright crimson. Does not burn nor fade in the sun. Flowers have been grown up to 14 inches across. Stems good, and plant a good grower, reaching a height of 5 feet and over.

MRS. BRUCE COLLINS—Str. Cae. A most beautiful yellow variety, and one of the choicest straight cactus in commerce. Flowers average around 7 inches in diameter, stems are good, and plant a good grower. Height about 4 feet.

CROYDON WHITE—I. D. A giant glistening white of most excellent qualities. Stems good, and plant a fine grower. Height 5 feet.

MONMOUTH CHAMPION—F. D. This variety is a great prize winner. Color is flame-orange, flowers up to 12 inches are not uncommon. Stems good. Height of plant 4½ feet.

GREAT HARBOR—I. D. Giant carmine red. Stems good, and plant a good grower. Height 4½ feet.

ORINGO—I. D. An unusual and very distinctive dahlia in color and formation. Color effect is gold and rich salmon-orange from front to rear petals of flower. Maximum size of bloom 12 inches, plants 4 feet.

CLARA CARDER—I. D. This outstanding variety is one of the greatest pink dahlias in commerce. The color is a bright Cyclamen pink. Flowers up to 12 inches are not uncommon. Stems good. Plant very rugged. Height 3-3½ feet.

WHITE WONDER—I. D. This fine white is a great prize winner. One that can always be relied on to do well. The flowers can easily be grown up to 12 inches and over in diameter, are of great depth, full centered and has good stems. Plant very rugged grower, reaching a height of 5 feet and over.

WHITE KNIGHT—I. D. This is another fine white of large exhibition size, with wonderful keeping qualities. Maximum size 10 inches. Stems extra good, holding blooms facing upward. Plant 3½ to 4 feet. Very healthy grower.

MARGRACE—I. D. Large, graceful flowers of brilliant scarlet, tipped gold. Flowers large, good stems. Plant good grower.

PRIDE OF AUSTINBURG—I. D. Color of this grand, big fellow is grenadine pink, light yellow center, reverse, rich rose. Good long stems, plants fine grower (4½-5 feet) and prolific.

GLORIANA—I. D. Brilliant Lemon Chrome, tinted capusine orange. The 10 inch blooms are supported on good stems. Plant, good grower, averaging 5 feet high, is well branched and very prolific of blooms.

BRONZE GLEAM—I. D. Apricot bronze, with brilliant bronze sheen. Flowers 10-11 inches across, good depth, good stems. Plant a fine healthy grower, height 5-6 feet.

A FRIENDLY TIP

Do not ignore or turn down the above list because of their low price. Every variety have been leaders in their early days, and many of them would be considered sensational today, if their identity could be concealed.

New Miniature Dahlias

LOVELINESS—Dec. A very lovely little dahlia. We know of no other that presents more real beauty. The lovely colors are bluish lavender and white throat tones, presenting an exceedingly beautiful color contrast. In strong soils, the flowers average a little large but in weaker soils they average 3-4 inches in diameter, are full centered and are supported on stiff stems 6-8 inches above the foliage. Height of plant ranges from three to four feet, is well branched, wide spreading and very prolific of beautiful blooms.

Roots each, 50 cents; 3 for \$1.25

LITTLE BEAUTY—(No. D-35). This little decorative is very distinctive and unusual in the color combination of lavender pink and golden yellow ground. It is exceedingly attractive. The small 2½ to 3 inch blooms are full centered and are supported on strong wiry stems 6 to 7 inches above the foliage. Plant, 2 ft. in height, well branched and early and prolific bloomer till cut down by frost.

Roots each, \$0.50; three for \$1.25

BABY EDWIN—(No. E-35). Color, deep spinel pink, shaded lighter tone at base of petals. The small blooms are of decorative type, 2 to 2½ inches in diameter, full centered and held well out of the foliage on stiff stems. Height of plant 18 to 20 inches, well branched, and prolific bloomer from early to late season.

Roots each, \$0.50; three for \$1.25

Root stock limited.

LITTLE DIONNE—(No. F-35). A darling little Miniature, you will like quite as well as I like the little South Carolina Girl for whom it is named. The color is pure Primrose yellow, tips of petals shaded deep rose pink. Size of bloom 2½ to 3 inches in diameter, decorative type and are borne on dwarf, sturdy plants 18 to 20 inches tall. Plants well branched and fairly profuse bloomer.

Roots each, \$0.50; three for \$1.25

Root stock limited.

BARBRA MAC—Dec. (No. G-35). The color of this lovely little Miniature is Tyrian Pink, shaded white at base of petals. Size of flower 2½ inches, full centered and are held out of the foliage on stiff wiry stems 6 to 7 inches long. Plant grows to a height of 18 to 20 inches, is well branched and a prolific bloomer from early to late season.

Roots each, \$0.50; three for \$1.25

Root stock limited.

LITTLE SWEETHEART—Dec. (No. B-35). This darling little Miniature is all its name implies. The color is a light melon purple, the small flowers average only 2½ inches in diameter, are full centered and are held well out of the foliage on stiff stems, 6 to 8 inches long. Plant attains to a height of 18 to 20 inches, well branched and very prolific bloomer. One of the best in the collection.

Roots each, \$0.50; three for \$1.25

Root stock limited.

DOLLY—F. D. (Geer). A beautiful dark rosy magenta formal Miniature. The blooms are held on stiff stems 6 to 10 inches above the top leaves. An early and consistently prolific bloomer throughout the season. A fine Miniature of the Fairy type, of which it is a seedling.

Roots each, \$1.00; three for \$2.50

GLOW OF DAWN—(Geer). This beautiful miniature two tone cactus of radiant pink, with wax yellow center has been a great winner at the leading shows the past season. It is just about the most beautiful miniature cactus we have ever seen, and we heartily recommend it to our customers. Blooms average slightly over three inches across, are of good depth and are held well above the top leaves on straight stiff stems. Plant is dwarf in habit, and very prolific of exhibition blooms.

Roots each, \$1.00; 3 for \$2.50

ROYALETTE—Dec. (Geer). This miniature decorative is the most attractive royal purple miniature ever introduced. Stems are long, stiff and graceful, holding the brilliantly beautiful blooms high above the foliage.

Roots \$1.00 each; 3 for \$2.50

EASTER GREETING—This attractive, pure white miniature was greatly admired by visitors to the March, 1938, Flower Show in Grand Central Palace, New York City, where it was exhibited in full bloom in pots. We are pleased to have a limited root stock of it to offer to our customers this year. The dainty little flowers are borne in profusion on dwarf, wide spreading plants, have good stems, and can be cut with stems up to about 15 inches in length. Flowers average around 4 inches in diameter, are full centered and excellent keepers when cut. A most useful dahlia for garden decoration, the home and for florists use.

Roots each, \$1.00; Plants each, \$0.75; 3 for \$2.00

SYLVIA—(Lakeside D. G. Score 86). This lovely little red miniature produces exhibition blooms that average about 2½ inches wide by 1¾ inches in depth. Plant grows about four feet high, is well branched and very prolific of fine, full centered exhibition blooms. Fine keeper as a cut flower.

Plants only, 40 cents each; three for \$1.00

Miniature Dahlias—Earlier Introductions

FAIRY—This dainty miniature still heads the list as an exhibition variety, and for florists' use in design work. It has won more first prizes in the miniature classes than any ever introduced. If you are a florist, or an exhibitor at the shows, you need this dainty rose pink miniature. It is a good grower, good root maker, and above all, is tremendously prolific of blooms, that keep longer when cut, than any dahlia we know.

Divisions each, 35 cents; three for \$1.00

TOOTSIE—Here is another miniature of refined beauty. The color is a clear, soft pink-salmon blend. The dainty blooms average around 3½ inches in diameter, are full centered decorative-type. Plant a good grower, and heavy producer of blooms, perfect stems.

Divisions each, 40 cents

LITTLE NEMO—(Miniature). This showy little dahlia will have a strong appeal to all who love bi-colored flowers. Its bright scarlet, white tipped blooms are very effective for house decoration, and for exhibition in the bi-color miniature class, it is without a peer.

Divisions each, 75 cents; 3 for \$1.50

BISHOP OF LANDSDALE—(Min. Duplex). This small bedding dahlia is one of the most distinctive and attractive dahlias in commerce. Its small two to three inch blooms are of a vivid scarlet color with bright yellow stamens bracing the center presents a most pleasing contrast to its dark bronze red, feathery foliage.

Plants each, 40 cents; 3 for \$1.00

BABY ROYAL—Semi-Cac. This little salmon pink, shaded apricot miniature is a royalist of the first rank. Its tiny 3 x 2 inch blooms are produced in the greatest profusion on three foot plants. A gem deserving of a place in every garden. Don't fail to buy it this year if you do not already have it.

Roots each, 40 cents; 3 for \$1.00

TWINKLES—(Orchid Flowering). This sensational orchid flowering dahlia is not only graceful but very beautiful. Its beautiful combination of white suffused violet rose with distinct tyrian rose mottlings on the reverse of the petals are very striking. Petals roll forward and mottlings show on face of the flower. Stock limited.

Roots each, 60 cents; 3 for \$1.50

Ball Dahlias

SCARLANO—Ball (No. 102-K). If you are fond of ball dahlias and partial to brilliant red colors, here is one that will meet with your unqualified approval, as the color is a very brilliant scarlet red that fairly dazzles the eyes. The average size of the blooms are about 4 inches across, and the semi-dwarf plant is literally covered with them from early season till cut down by frost. Stems are long and stiff, holding the blooms high out of the foliage. Plant healthy, vigorous grower.

Roots each, 50 cents

KEMP'S NUBALL—Ball (No. A. K.) A dark lavender pink of much beauty, and we believe it is the best ball dahlia to date. Flowers up to 5 inches in diameter, perfect ball type, and are held on stiff stems 10-12 inches out of the foliage. Height of bush about 4 feet, wide spreading and a very prolific bloomer from early season till frost. Awarded first prize in every class in which it was exhibited the past season.

Plants each, \$1.00

CAROLYN BALL—This fine ball dahlia has been a leader in the ball section for several years past, and is only second to our NUBALL. The color is a clear lavender-pink. Flowers from 4-5 inches in size are produced on good stems. Plant about 3 feet tall, and very prolific throughout the season.

Divisions each, 35 cents; no plants

New Pom Pom Dahlias

SHERRY—(Wood 1937). This is just about the best Pom Pom of this color we have ever seen. Color, bright pansy purple, to royal purple. Its small, perfect flowers are produced on long stiff stems, and are held just the right height above the foliage. A wonderfully fine exhibition variety. Plant is a fine grower and very prolific throughout the season. Root stock very limited.

Roots each, 35c; 3 for \$1.00

LEMON DROP

This perfectly formed little Pom is one of the choicest exhibition Poms we have seen in many a year. It ranks with Little Edith, Atom, and other miniature poms. Its average size is about 1 1/4 inches, and the two foot high plants are a sheet of color from early season until cut down by frost. In color, it is a light lemon yellow, the best we have yet seen in the yellow Poms. Par-excellent for cut flowers and exhibition purposes.

Divisions each, 35 cents; 3 for \$1.00

The Following Poms Supplied at 15c each 6 for 75c, \$1.25 the Dozen Net

LITTLE BELLE—Morocco red, shaded silvery pink on reverse of petals. Fine exhibition variety.

FASCINATION—Lavender pink, shaded white on lower half of petals. Very showy and desirable.

MADELINE—Deep lemon yellow, tipped grayish lavender. Very showy, and the best bi-color Pom we know.

BOB WHITE—The best white to date. Flowers are small, and fine for exhibition. Good keeper when cut. Plant dwarf, very prolific of perfect bloom throughout the season.

BRONZE BEAUTY—A small, well formed plant, producing rich golden bronze flowers of great beauty. Fine for exhibition.

DARKSOME—The best dark maroon.

ATOM—This is unquestionably one of the very best exhibition Poms ever introduced. It seldom exceeds 1 1/2 inches in size. The tiny flowers are perfect balls, and of a beautiful scarlet red color. Plant dwarf, many branched and tremendously prolific of bloom.

PANSY—Almost every one likes the bright, cheery color of this little Pom, which is lively deep lavender. Fine for exhibition, and house decoration.

LITTLE DORTHEA—Small orange and white blend. Very pretty.

LITTLE EDITH—This free growing and free flowering little Pom is a most profuse producer of small yellow blooms, slightly tipped carmine. One of the very best exhibition Poms.

ROSEA—Rosy lavender of refined beauty. Wonderful exhibition variety.

DAHLIA ORDERS FOR LESS THAN \$1.00 NOT ACCEPTABLE

DAHLIA SEED

Autumn of 1939 was very favorable for the pollination of dahlias, both by hand and naturally, which enabled us to secure a nice crop of very high quality seed, saved from the very best double flowered varieties that we know are good seed parents. The seed we here offer you are the surplus over and above our own requirements and are exactly the same quality we retain for our own use. Dahlias will bloom from seed in 10-12 weeks from time of planting, and should be sown in reasonably good soil around the middle of March. Later sowing will produce quite as good results but blooming is delayed accordingly. We know the seed we offer are of the highest quality obtainable, but we cannot guarantee the results you will have with them, as growing dahlias from seed is purely a gamble, and every one must take that chance with them. Seed never reproduce varieties like the seed parents, all will be different, though some may resemble the seed parents in type of flower or plant.

Supply is limited, and while they last orders will be filled at the popular price of \$5.00 per 100, 200 for \$9.00.

Miniature and Pom Pom Dahlia Seed

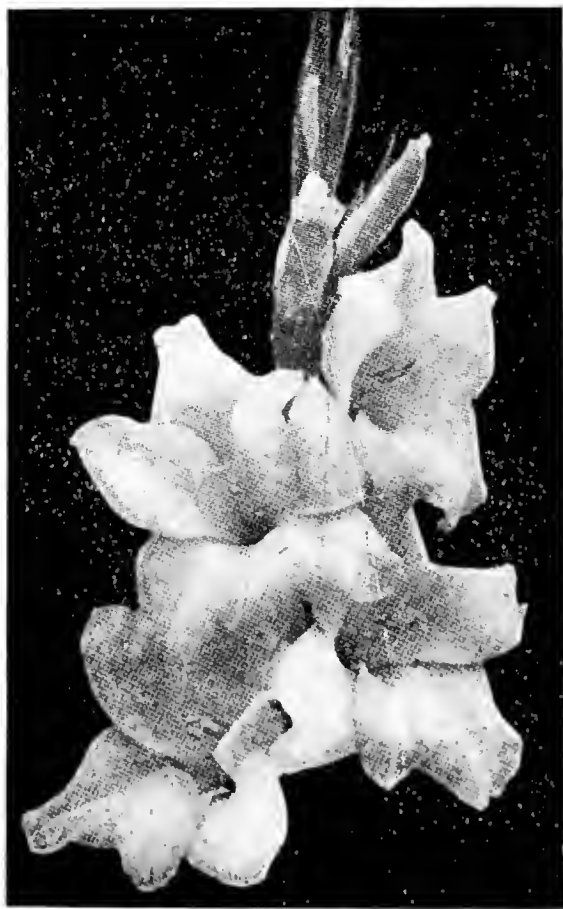
Seed collected from about 20 varieties of the two types, miniatures largely predominating.

50 cents per packet of 100 to 150 seed.

Zulu Dahlia Seed (Black Leaved)

A distinct and unusual strain of dwarf hybrids with mostly very dark (almost black) foliage. They grow about two feet high, and the flowers are mostly in shades of crimson, and scarlet, enlivened by a few orange, gold and lilac colors. Very attractive for border or bedding planting. Single, Semi-double and Double flowers two to four inches in diameter. Large packet 50 cents.

Prices of all seeds net.



Kemp's Fine Gladiolus

WHAT SIZES SHOULD YOU BUY?

That all depends on what they are intended for. If for blooms and reasonable increase by bulblets, the largest size bulbs usually produce two to three spikes of medium to good size blooms. If for exhibition, second size will produce a splendid spike, perhaps two. Third size bulbs will produce a good spike of bloom, but hardly good enough for the show. Fourth size, will usually produce fair sized spikes, as will No.'s 5 and 6 sizes, but are of inferior size and quality. The smaller bulbs will give you the greater quantity of good bulblets.

GLADIOULS BULB SIZES

No. 1 measures in diameter, 1½ inches and over. No. 2, 1¼ to 1½ inches. No. 3, 1 inch to 1¼ inches. No. 4, ¾ to 1 inch. Planting sizes include all under ¾ inches.

Kemp's Fine Gladiolus

	Each	Doz.	100
ALBANIA —(Kemp). A pure white of great Beauty. Its beautiful frilled petals imparts a finish seldom found in any other variety. Fine for exhibition and florists' use.....	No. 1—5c	30c	No. 2—3c 25c
ANCORA —(Kemp). Salmon, flaked apricot. Inferior petals, blotched maize yellow with ruby feathering in the throat	No. 1—5c	30c	No. 2—3c 25c
AMORET —(Kemp). Shrimp pink, tips of petals shaded peach red. Lower petals overlaid with scarlet feathering on orange ground	No. 1—5c	30c	No. 2—3c 25c
CONISTON —(Kemp). This fine Glad is a clear ochereous salmon, with hair lines of rose red in the throat	No. 1—5c	30c	No. 2—3c 25c
DREAM O'BEAUTY —Color; clear rose pink. Flowers are large and of good substance. A tall, strong grower. Flowers usually well placed, but like Picardy, an occasional spike will be crooked	No. 1—5c	30c	No. 2—3c 25c
BETTY NUTHALL —Salmon-orange, coral pink shading, throat shaded yellow. Immense spikes. One of the best commercial and exhibition varieties	No. 1—5c	30c	No. 2—3c 25c
GOLD ELSIE —(Prim Hyb.). Flowers; medium size, but well placed on a tall spike. Pure, deep golden yellow color. One of the very best of the type. Fine for exhibition. Deeper color than Golden Dream.....	No. 1—5c	30c	No. 2—3c 25c
GOLDEN SWALLOW —(Austin). This is another fine exhibition of Prim Hyb. A fine ruffled yellow glad of great beauty, considered by many growers to be about tops in the Primulinus Grandiflorous type. Its large ruffled golden yellow flowers are very beautiful. Good exhibition variety.....	No. 1—5c	30c	No. 2—3c 25c
NORWOOD —(Kemp). Coral pink, chatenay pink in the throat. A very attractive glad for general use, and one that you will like	No. 1—5c	30c	No. 2—3c 25c
MARGARET FULTON —Early salmon decorative. A distinct shade, different from any other variety. Fine for florists use, with whom it is a prime favorite on account of its richness in color. Stock limited.....	No. 1—5c	30c	No. 2—4c 25c
QUINTON —(Kemp). Prim Hyb. This is one of the earliest flowering glads we know, often coming in bloom 50 to 60 days from planting. The 5 inch flowers are a beautiful carol pink. Spikes long and straight. Good keeper when cut	No. 1—5c	30c	No. 2—3c 25c
	No. 3—	20c	1.65
	No. 4—	16c	1.35
	Planting sizes	\$1.00	
	Bulblets	.25	
SALMON BEAUTY —(Kemp). This fine Glad is a clear salmon pink in color, has great size, and real beauty. The large blooms are produced on tall straight stalks. Several open at a time	No. 1—15c	\$1.50	No. 2—10c 1.00
PICARDY —This large flowered, wonderfully beautiful Glad is the favorite of all who admire the pink shades, as it has all the good qualities for garden, house decoration, for exhibition and florists use. Bulb is healthy and exceedingly prolific of bulblets that will grow. Plant; tall, with long bloom spike and many flowers open at a time.....	No. 1—5c	30c	No. 2—3c 25c
	No. 3—	20c	1.65
	No. 4—	16c	1.35
	Planting sizes	1.00	
	Bulblets	.25	

KEMP'S PICKUP MIXTURE—A high quality mixture, consisting largely of fine unidentifiable varieties picked up in the field, and accidentally mixed in handling, to which has been added small lots of high class sorts that were slow of increase to be profitable to grow under name. Many highly desirable varieties and colors are represented and you will surely be well pleased with this mixture. We believe it offers the greatest value of any mixture offered in America. Stock is limited, and while it lasts, orders will be filled at the low price of \$2.00 per 100 postpaid; \$1.80 per 100 by express, charges collect. No. 2 bulbs \$1.75 per 100 postpaid, \$1.50 per 100 by express, charges collect.

Smaller quantities, No. 1—20c doz, No. 2—18c doz, postpaid.

ORDERS FOR GLADIOLUS BULBS ALONE, FOR LESS THAN 25 CENTS ARE NOT ACCEPTABLE

Kemp's Orchid Flowered Japanese Iris

These beautiful Irises were originated by us from hand pollenized seed some years ago. The collection as a whole is probably the most beautiful collection ever offered in this type. With these wonderfully beautiful hybrids it is now possible to achieve a color effect in the garden quite equal to that produced with the German, (Liberty Iris) type. And, at a season when there is a dearth of bright colors in the garden, which makes them all the more desirable.

The Japanese Irises are very hardy and will withstand almost any degree of cold, particularly if they are in moist ground. While they prefer a naturally moist and slightly acid soil, they will grow and thrive in almost any kind of soil and situation if a spade full or two of granulated peat moss is placed under the plants or thoroughly mixed with the soil where they are to remain permanently. The peat moss is a natural food for them and serves three purposes. It supplies just the right amount of acid, supplies the plants with their natural food and holds moisture as no other material will. So there is no longer any reason for not having these beautiful flowers in your garden, even though you must plant them on high, naturally dry soil.

Our hybrids are not only more beautiful, but much more prolific of bloom than the general run. Well established clumps will frequently throw up as many as 30 to 35 stems, each bearing 4 to 5 flowers. The flowering season usually opens the latter part of June and extends to the latter part of July. They are quite as desirable for cutting as the Gladiolus, and when cut just as the first flower is unfolding, the remaining buds will open in water just as the Gladiolus does, and the individual bloom lasts three to four days when kept in a cool place.

The following 22 varieties, embracing almost every color and shade (excepting yellow) were selected from over 1,000 seedlings for robustness of plant, size and exquisite colors of their blooms, and productiveness. Be sure to plant some of these beautiful Iris this year, either in spring or autumn. You will be more than pleased with them.

Large blooming size divisions 50 cents each, 6 for \$2.75, 12 for \$5.00, excepting where noted. The set of 22 varieties for \$10.00. Small divisions 25 cents each, 6 for \$1.25, 12 for \$2.25, excepting where noted. The set of 22 varieties for \$5.00. Small orders shipped by prepaid parcels-post. Larger orders of 12 large or 22 small divisions shipped by express, charges collect.

ATLANTA—(No. 11). Rosaline pink, with hue of soft lavender pink. Primrose yellow blotch at back of petals, from which radiates faint longitudinal veins of bluish purple. Pistils greenish white with bluish lips. A very dainty and extremely beautiful variety. 6 petals, size of flower 6 inches, height of stalk 45 inches.

BOBBY SIPE—(No. 9). Large white overlaid with prominent feathering of bright bluish violet. The violet being heavier at base of petals, surrounding bright orange blotch. The beautiful color contrast of this variety is impossible of accurate description. It will have to be seen to be properly appreciated. 6 petals. Size of bloom 6 inches, height 48 inches.

CELESTINE—(No. 15). Deep silvery pink hue veined blue. Orange blotch, surrounded with splashes and stripes of light purple. Standards or inferior petals deep silver pink veined deep blue. Pistils bremen blue. 3 petals, size of flower 7 inches, height of stalk 50 inches.

CHARLOTTE—(No. 18). Violaceous blue on grayish background, in about equal proportions of color. Pistils grayish white, tipped clear violet blue, with broad feathering of Primuline yellow extending about $1\frac{1}{4}$ inches up the center of the petals. 6 petals, flower 7 inches in diameter. A very showy and beautiful variety that every one likes. Height 42 inches.

COLLINGWOOD—(No. 10). Lavender pink ground, heavily brushed Pieroma violet. The violet being much deeper on some of the flowers than on others, giving the appearance of two distinct variety colors from the same plant. The standards or inferior petals are upright and long prominent. The color being petunia violet, lightly edged lavender pink. Pistils lilac tipped petunia violet. One of the most beautiful color combinations to be seen in the Japanese Iris. 3 petals, size of bloom 7 inches, height 32 inches.

CONSTANCE—(No. 19). Cerulean blue feathering, overlapping pale forget-me-not background, with orange buff markings at base of petals. Standards medium size, splashed purple on light King's Blue background. Pistils, greenish white, tipped bluish purple. Flower medium to large. 3 petals. Very fine and a prime favorite with those who are fond of parti-colored flowers. Midseason. Height 32 inches.

CORNELIA—(No. 13). White, prominently veined purplish blue, with cadmium orange blotch at base of petals, edged dull purple. Standards or inferior petals, 3 inches long, 1 inch wide, Paris blue, lower half. Upper half white, heavily veined Paris blue. Pistils, white tinted lavender, with lighter tinted lips. An extremely fine variety that should find much favor with all Iris lovers. 3 petals, size of flower 7 inches, height of stalk 50 inches.

DAY DREAM—(No. 1). In this variety we have an unusually beautiful and attractive flower. The color is a soft pinkish lilac, lightly veined pale violet blue with heavier shading of the same color surrounding cadmium yellow blotch at base of petals. Short inferior petals of pale violet blue, and pale pink pistils, tipped bright blue. 3 petals diameter 6-7 inches. Height of flower stalk 30 inches. Stock very limited.

GRENADIER—(No. 16). White, overlaid with bright lavender sheen. The lavender being more prominent at base of petals, surrounding cadmium orange blotch. The standards or inferior petals are medium long, upright and are of a pleasing hue of lavender edged blue. Pistils clear white. A wonderfully beautiful variety. 3 petals, size of bloom 7-8 inches. Height of stalk 50 inches.

HARMONY—(No. 3). A finely ruffled variety of great beauty, and distinct from any other Japan Iris I have ever seen. The flowers are single and medium size, with the exquisite color of oxide blue veined and edged lilac pink. Prominent orange blotch at base of petals. Inferior petals bright berlin blue. Pistils pale lilac pink. Size of flower $4\frac{3}{4}$ inches, height 42 inches.

Price, \$1.00 each, \$10.00 per dozen

LAWRENCE—(No. 5). Hortense blue, lightening to Ontario violet, as the flower becomes fully blown. Standards are large prominent, and of a solid, deep full bluish violet. Pistils greenish white, tipped light bluish violet. Rich Primuline yellow blotch extending from base to one-third way up petals in featherlike formation. Flowers 8 inches in diameter, with broad rounding petals. A very striking and altogether beautiful variety. Height 42 inches.

Price, 60c each, \$6.00 per dozen

MARTHA KEMP—(No. 8). Deep lilac pink ground, brushed Venetian blue. Standards or inferior petals are medium long, stand upright, and are almost solid, deep bluish violet. Orange blotch at base of petals. Pistils greenish white tipped bluish violet. A very conspicuous and beautiful variety. Single. Size of flower 7 inches, height 48 inches.

MARVELLA—(No. 20). Phlox purple, splashed phlox pink. Orange buff blotch at base of petals. Pistils greenish white, tipped lavender pink. Flower large to very large, with three broad, rounded petals. Height 32 inches. Midseason. A marvelously beautiful variety.

Price, \$1.00 each, \$10.00 per dozen

NORMANDY—(No. 7). White, with faint hair lines or veins, radiating from light cadmium yellow blotch at base of petals. Standards or inferior petals are very conspicuous in their contrast of bluish violet color, tipped and edged white. Single. Size of flower 6-7 inches, height 46 inches.

OCEANA—(No. 12). Deep violet blue, with bright cadmium yellow blotch at base of petals.— Pistils striped lavender and purple, lips dull violet. Very handsome and showy. 6 petals beautifully ruffled and fluted. Size of flower 6 inches, height of stalk 55 inches.

RICHMOND—(No. 23, 1933). The ground color of this marvelously beautiful variety is difficult to define, as it does not exactly match any of the color plates in Ridgeway's Color Chart. Its rich lustrous color closely approaches Royal Purple and Dark Violet coming about half way between these two colors. Some of the flowers are lightly mottled and splashed with light pink, prominent orange color at base of petals. Richmond is by far the richest colored Japanese Iris I have ever seen.

Price, \$1.50 each, \$15.00 per dozen

ROMANCE—(No. 2). Cerulian blue, heavily marbled pinkish lilac. Prominent blotch of deep cadmium yellow at base of petals, short or inferior upright petals of same color and marbleing. Single. Size of flower 8 inches, height of flower stalk 40 inches. A very showy variety that will find favor with all lovers of the Iris who are fond of the odd and unusual color combinations.

SELKIRK—(No. 22.) Pure white, with gold band in center of lower half of petals. Flowers large, and beautifully ruffled. Similar to Gold Bound, but pronounced by experts as being better. 6 petals, height of stalk 42 inches.

TALMANA—(No. 4). Pale kings blue, irregularly splashed and marbled Venetian blue. Bright orange blotch at base of petals. Standards of same pleasing color as falls. Pistils greenish white, tipped pale kings and Venetian blue. A splendid variety of great merit. Flowers 7½ inches in diameter, finely ruffled. Height 40 inches.

VENICE—(No. 17). Lavender pink, heavily veined Venetian blue, with deep chrome yellow blotch at base of petals. Pistils lavender tipped Venetian blue. 6 petals, size of flower 6 inches, height of stalk 50 inches. It is impossible to adequately describe the great beauty of this exquisite variety. You will have to see it to fully appreciate its beauty.

VERNON—(No. 21.) Bright lavender blue on rosaline pink ground. Narrow and of orange rufous on center of lower third of petals. Standards or inferior petals oxide blue, mottled lavender pink. Pistils creamy white, tipped lavender blue. 3 petals. Size of flower 7-8 inches, height of stalk, 30 inches.

VAN HOESEN—(No. 6.) Dull bluish, violet, veined lilac pink. Light orange colored blotch at base of petals. Standard of inferior petals lilac pink tipped bluish violet. Pistils dull greenish white, edged bluish violet, with deeper margin of bluish violet at terminal. A very beautiful variety. Single. Diameter of flower 6 inches, height 48 inches.

Japanese Iris Seed from Kemp's Orchid Flowered Strain

That many new and beautiful varieties will result from the planting of this strain of seed, there can be no question or doubt. Iris are easily grown from seed, and any one with greenhouse facilities, or a sunny window in the house can succeed with them.

Price per packet of 100 seeds	\$.25
Three packets60
Six packets	1.00

Postpaid

Full cultural directions printed on each packet

Giant Golden Day Lily (Hemerocallis)

The giant golden Day Lily is one of the most showy hardy garden flowers for planting in masses, groups or single specimens in the hardy border or in front of shrubbery. They are very popular with the advanced garden owners, and are considered almost indispensable for brightening up dark and unattractive spots in the garden. They are entirely hardy, will thrive in almost any kind of soil and situation, are rapid growers, and the plants will soon grow into large clumps. It is no uncommon

thing for large established plants to produce a hundred or more large Lilylike flowers during the blooming season. By planting early and late blooming varieties one can have this colorful flower in the garden from early June to the last of August. Many produce blooms quite as large as the Gold-Banded Lily of Japan. The varieties here offered are all of the best, and will give the very utmost in satisfaction. At the low price we are offering them you simply cannot afford to be without them.

Good strong plants, each 50 cents, 6 for \$2.75, 12 for \$5.00

All prices net.

AMARYLLIS—This grand variety is outstanding for its great size, fine golden-orange color and recurving and heavily ringed petals. In form and finish it strongly resembles the Amaryllis. Height 3 feet. Blooming time July and August.

BAY STATE—Brilliant glistening deep yellow flowers of largest size on 4 foot stems. Very free blooming and robust plant. Stems 4 feet high. Blooming time, June and July.

DONALD WYMAN—Very large orange colored flowers, center petals shaded mahogany. One of the best in commerce. Stems 4 feet high, flowering time, mid July to late August.

GOLDEN DREAM—Large golden-yellow flowers of exquisite beauty. Stems 4 feet high, blooms in July.

GOLDENI—Deep golden-orange flowers of very large size and unusual beauty. Stems 3½ to 4 feet high. Flowering time late June and July.

J. A. CRAWFORD—Rich apricot-yellow, shaded cadmium yellow. Prolific bloomer, producing many large Lily-like blooms on stems 4 feet high. A very lovely variety. Blooming time late June and July.

J. R. MANN—This variety is not only very beautiful but is conspicuous for its rich buff-orange color. The one and only variety in the list of this color. Stems 3½ feet high. Blooming time, June to August.

LEMONA—Delicate pale lemon-yellow. Flowers are very large and attractive, 4½ foot stems. Blooming time June and July.

MRS. W. H. WYMAN—Lovely light lemon-yellow flowers. Extra large and very attractive. Stems 4½ feet high, blooming time, August to September.

THE GEM—Rich deep orange-yellow flowers on stems 3½ feet high. A very lovely variety and one of the finest in this color. Equal to the Lilies. Truly a gem. Flowering time, early June to well into July.

Giant Golden Day Lily Seedlings

Two year old plants 6 for 75 cents, 12 for \$1.25

These seedlings are from seed of the above named varieties, and about a dozen other high quality named varieties. That some very fine new varieties will be found among them there is no question nor doubt. Supply is limited and while they last, orders will be filled at prices quoted above.

Giant Golden Day Lily Seed

GIANT GOLDEN DAY-LILY—(Hemerocallis)—The seed we here offer are from about 20 varieties of the best named sorts in commerce. Blooms 4-6 inches and over in diameter are freely produced over a long season. Plants are very hardy and long lived.

Packet 25 cents, 3 for 60 cents net

Hardy Chrysanthemums

We have the following varieties of hardy garden Chrysanthemums to offer from 2 inch pots. June delivery is the best time for planting. They will bloom profusely this year.

Price 15 cents each, dozen \$1.50

APPOLLO—Beautiful reddish bronze color.

ASTRID—Single flowers of a lovely shell pink color. Flowers are large, and are produced in great profusion on wide spreading plants, 1 foot high. Fine for pot culture and for cutting. Hardest of all the garden mums.

BRONZE BUCKINGHAM—Beautiful bronze colored flowers. Plants are strong growers and very prolific bloomers.

EARLY BRONZE—An exceedingly early Pom Pom. Neat, dwarf grower. Very desirable.

LEILAH—Large Pom Pom of bright rose pink. Plant is a fine bushy grower, and immensely prolific of bloom. One of the best for garden and house decoration.

PINK DOTY—Pom Pom. This is considered one of the best of the Pom Pom type. Flowers large, and plant a good grower.

WHITE DOTY—Pom Pom. Large white flower of attractive form and clarity of color. Considered by many as the best white Pom Pom Mum in commerce.

RUTH CUMMINGS—Decorative. Large reddish bronze. One of the best in this color and type.

WHITE NORMANDY—Decorative. A large pure white. Very early and especially desirable because of its extreme earliness.

YELLOW EXCELSIOR—Pom Pom. Brilliant yellow. Plant a good clean grower and prolific bloomer.

YELLOW QUEEN—One of the hardiest of the garden mums. Plant tall, many branched and very prolific of large clear yellow flowers. It is late, but so hardy early heavy frosts does it very little damage.

YELLOW NORMANDY—Decorative. Beautiful bronze yellow. An attractive mum that you will like.

Timely Reminders

The first step of importance in connection with the growing of good dahlias is the planting of good healthy stock. Every experienced grower is aware of this and practices it religiously.

This first step not only applies to Dahlias, but to every other species of plants. Another thing to remember is, that it is not the growers of large acreage nor the one who puts out the largest, and flashiest colored picture catalog, that can supply the best stock. Another thing to remember is, the customers must pay for all this or bankruptcy is certain to follow. It is not possible for the large acreage grower to carefully inspect each and every plant of the many thousands he is growing, to rogue out the weak and inferior plants, and much inferior stock is dug and placed in storage with the good stock. Consequently much inferior stock is unavoidably sent to his customers.

The small acreage grower can and usually does keep very careful check on every plant in his gardens during the growing season and all inferior stock is either destroyed or cut down to prevent any of it being dug. Every careful grower knows that is the only way he can keep his stock healthy and strong. Therefore, one can be reasonably certain the stock purchased from the small acreage grower is of the highest quality procurable anywhere at any price. It costs more to grow carefully inspected, selected stock, and is well worth the small additional price asked for it. Every experienced grower is well aware of this truth. He knows the quality is of the highest, and more certain to give satisfactory results.

But, no matter how good the stock may be, if the purchaser fails to do his or her part, there can be no certainty of success. Dahlias like every other living thing must be carefully nurtured to do their best. They cannot thrive on naturally wet soil, nor in too much shade, nor in soil of low plant food content. Their feet must be kept reasonably dry, they must have nourishing food and good cultivation, otherwise they cannot thrive nor give satisfactory results. Any soil that will produce good corn and potatoes will grow good dahlias, and with the addition of small applications of a high grade potato fertilizer during the growing season, supplemented by frequent cultivation, blooms good enough to compete in any show can be easily grown.

Any one with some knowledge of gardening and plant life can grow good dahlias, if good stock is planted and given good care. A root or plant cannot be stuck in the ground in any old way, and then left to itself, while the planter sits idly by waiting. There must be complete co-operation between the grower and the plant. Suitable soil must be provided. It must be well prepared, and planting and cultivation must be carefully observed. If this is done, one may be reasonably sure the plant will do its part and do it well. Poor soil, wet soil, poor planting and lack of proper cultivation cannot and will not produce satisfactory results. To customers who request it, we will send with the order, safe and sane planting and cultural instructions free of charge.

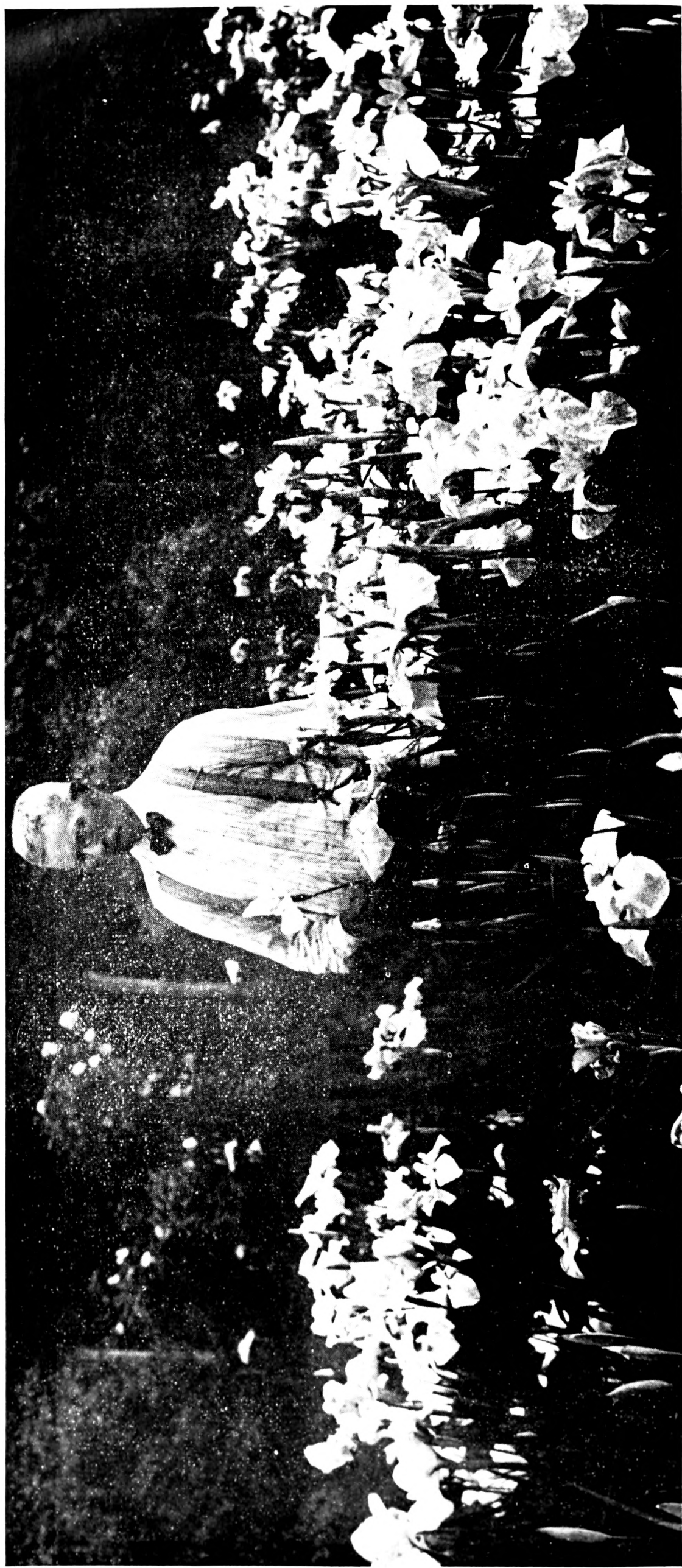
To the Flower Loving Public

Friends:—

You are cordially invited to visit our gardens the coming season. We are quite sure you will be delighted and well repaid. First are the thousands of wonderfully beautiful Japanese Irises the latter part of June to early July. Their myriads of beautiful colored flowers present a never to be forgotten sight. Here you will see the first hybrids between the Japanese and the species *Laevigata Alba Pupurea*. We worked on these for nearly 20 years before being successful, but perseverance brought results at last and from the one successful cross, we were rewarded with some of the most beautiful varieties ever seen in this type of Iris. One of them has beautiful golden yellow foliage and is probably the only Iris in existence with yellow foliage. Our collection of about 20 varieties of the world's finest *Hemerocallis* (Giant Golden Day-Lily) which are in bloom from May to late August will delight you with their great beauty. Then come the Dahlias and *Gladiolus* which are in bloom from late August until frost. Many of the world's greatest dahlias will be seen in our gardens. In our trial garden of 700 plants will be seen over 50 varieties of the newest dahlia creations. Come see these new and beautiful floral treasures by all means; they are worth going a long way to see.

J. A. KEMP, Manager

January 10th, 1940.



KEMP'S ORCHID FLOWERED JAPANESE IRIS